



EQN*2070 Equine Event Management II

Winter 2020

Section(s): C01

Department of Animal Biosciences

Credit Weight: 0.50

Version 1.00 - January 06, 2020

1 Course Details

1.1 Calendar Description

This course will further develop the skills required to organize equine events, such as horse shows and clinics. Major topics include regional impact, marketing and budgeting. Required activities outside of regularly scheduled class hours will be assigned. Students will assist in the planning and staging of equine events either on or off campus.

Pre-Requisites: EQN*2060

Restrictions: EQN*1070 Registration in BBRM.EQM

1.2 Course Description

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1.3 Timetable

Lectures: T 11:30-12:20pm; ANNU 030

Lab: Th 2:30 - 5:20 pm; ANNU 102

Timetable is subject to change. Please see WebAdvisor for the latest information.

1.4 Final Exam

There is no final exam in this course

2 Instructional Support

2.1 Instructional Support Team

Instructor: Katrina Merkies
Email: kmerkies@uoguelph.ca
Telephone: +1-519-824-4120 x54707
Office: ANNU 249
Office Hours: By chance or appointment

2.2 Teaching Assistants

Undergraduate Teaching Assistant: Natalie Joseph
Email: njosep03@uoguelph.ca
Office Hours: Arrange student meetings via email.

3 Learning Resources

3.1 Required Resources

Required Texts (Textbook)
None

3.2 Recommended Resources

Recommended Texts (Textbook)

Equestrian Canada Rulebooks

FEI Rulebook

EQN*2060 course notes and assignments

3.3 Additional Resources

Lab Manual (Lab Manual)

None

3.4 Other Resources

All course material and grades available on Courselink. Binders of past events are available for students to consult.

Information relevant to equine courses is available on the [University of Guelph LibGuides](#).

3.4 Field Trip

N/A

3.4 Additional Costs

N/A

4 Learning Outcomes

4.1 Course Learning Outcomes

By the end of this course, you should be able to:

1. plan and administrate small to large-scale equine events
2. minimize environmental impacts of equine events
3. prepare a financial budget for an event
4. develop a marketing plan for an equine event
5. coordinate media relations for an equine event

6. communicate with sponsors, competitors, judges, press and public regarding an equine event
 7. know legal risks and emergency procedures for an equine event
 8. utilize project management software in planning an equine event
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5 Teaching and Learning Activities

5.1 Lecture

Topics:

DATE	LECTURES
Jan 7	Introduction and sign-up for projects for the semester
Jan 14	Site selection, date selection, schedules, competition
Jan 21	Profile of an event manager. Personnel and responsibilities of event staff. Officials. Managing teams of Professionals
Jan 28	Understanding stakeholders. Engaging the community, tourism – the event as a destination attraction.
Feb 4	Disciplines, course design, show planning – dressage, H/J, western, driving. How to be a scribe, jump judge
Feb 11	EC and FEI rules; forms and permits
Feb 18	<i>Reading week – no classes</i>
Feb 25	Prize lists, entry forms. Awards and trophies
Mar 3	Prep for Career Night

Mar 10	Vendors/exhibitors, contracts
Mar 17	Environmental impact of events
Mar 24	Event legacies
Mar 31	Event review

5.2 Lab

Topics:

DATE	LABS
Jan 9	Project management planning (software) Group Meetings
Jan 16	Sub-committee reports. Group Meetings
Jan 23	Sub-committee reports. Group Meetings Jan 25 - coach prep
Jan 30	Sub-committee reports. Group Meetings Feb 1 – equestrian theory Feb 2 – comp coach theory
Feb 6	Sub-committee reports. Group meetings Feb 8 – equestrian theory Feb 9 – comp coach theory
Feb 13	Sub-committee reports. Group meetings

Feb 20	<i>Reading week – no classes</i>
Feb 27	Sub-committee reports. Group meetings
Mar 5	Sub-committee reports. Prep for Career Night CAREER NIGHT 7-9pm
Mar 12	Review of Career Night Group Meetings – work on your event project
Mar 19	Group Meetings – work on your event project
Mar 26	Group Meetings – work on your event project
Apr 2	Group Meetings – work on your event project

6 Assessments

6.1 Assessment Details

Event planning sub-committee (28%)

Date: Agendas due on Tuesdays, Minutes due on Thursdays

Learning Outcome: 1, 2, 3, 4, 5, 6, 7, 8

Students will sign up for a sub-committee for planning either the Equine Career Night, NCCP coaching workshops and evaluation or Hamilton Mounted Police events. Each sub-committee must provide an agenda and minutes for each weekly sub-committee meeting. Agendas must be submitted on MicrosoftTeams in Word format **before midnight on Tuesdays (Jan 14, 21, 28, Feb 4, 11, 25, Mar 3)** using the template provided on Courselink. Minutes must be submitted on MicrosoftTeams in Word format **before midnight on Thursdays (Jan 16, 23, 30, Feb 6, 15, 27, Mar 5)** using the template provided on Courselink. Weekly updates include updating event planning tasks using Planner on MicrosoftTeam. Each sub-committee should check the weekly updates on Planner for their event to keep everyone informed of the big picture planning progress. Grading rubric for the agendas and minutes is available on Courselink. Each agenda is worth 1%, each minutes is

worth 2%, and each weekly update of Planner is worth 1% of your final grade for a total of 28% (NCCP and HMU sub-committees will have 2-3 weeks more of meetings, but only the top 7 submissions for agendas and minutes will count).

Event self-reflection (14%)

Due: Mon, Apr 6

Learning Outcome: 1, 2, 3, 4, 5, 6, 7, 8

Using the self-reflection guideline available on Courselink, reflect on your own activities and contributions to the event. Indicate how you interacted with your team members and with other sub-committees. Your submission should be ~2 pages in length (single-spaced), and accurately describe what you did, how your efforts and talents added to the team's and event's success, what you learned and what you could improve on. The grading rubric for the self-reflection is available on Courselink.

Instructor evaluation of event contribution (14%)

Learning Outcome: 1, 2, 3, 4, 5, 6, 7, 8

Based on your self-reflection and effort put into the Equine Career Night or the NCCP events, the instructors will evaluate your contributions.

Major Event evaluation (44%)

Learning Outcome: 1, 2, 4, 5, 6, 7

Either individually or in pairs, you will select a major equestrian event to review. Thirteen sections are due at various points throughout the semester:

1. Introduction of the event - Jan 14
2. Site selection and evaluation - Jan 21
3. Staff and officials - Jan 28
4. Stakeholders and event tourism - Feb 4
5. Promotions - Feb 11
6. Sponsorship - Feb 11
7. Course design - Feb 25
8. National federation - Mar 3
9. Prize list and awards - Mar 17
10. Vendors and exhibitors - Mar 17
11. Risk management - Mar 24
12. Environmental impacts - Mar 31
13. Legacies - Mar 31

A final project report including all the above sections and an overall assessment is due on April 10.

7 Course Statements

7.1 Grading Policies

Grading Policies

The assignment of grades is based on the clearly defined standards published in the Undergraduate Calendar as follows:

- **80 - 100 (A) Excellent.** An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
- **70 - 79 (B) Good.** A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
- **60 - 69 (C) Acceptable.** An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
- **50 - 59 (D) Minimally Acceptable.** A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
- **0 - 49 (F) Fail.** An inadequate performance

Evaluation criteria used gives a measure quality of performance and not merely activity, including consideration of the student's ability to use correctly and effectively the language appropriate to the assignment. Assignments must be submitted electronically via CourseLink unless otherwise noted. Due dates and times are explicitly stated in the assignment information. Assignments are graded by rubrics, which are available on CourseLink.

Missed Assessments & Classes: Alternate assessments will be offered only to students with documented medical, psychological, or compassionate reasons for missing a

scheduled assessment [see Academic Consideration]. It is the student's responsibility to obtain notes/ learning materials from a missed class. Late assignments without the aforementioned documentation will be accepted with a penalty of 20% per day, up to a maximum of three days late. Assignments submitted later than 3 days will not be accepted and will result in a zero grade.

7.2 Course Policy on Group Work

Assignments are expected to be individual work unless otherwise noted, and are graded as such. However, this course contains a large proportion of group work. All group members will receive the same grade for group work assignments unless otherwise approved by the Instructor. Any problems associated with group work should be brought to the attention of the instructor as soon as possible.

8 University Statements

8.1 Email Communication

As per university regulations, all students are required to check their e-mail account regularly: e-mail is the official route of communication between the University and its students.

8.2 When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. The grounds for Academic Consideration are detailed in the Undergraduate and Graduate Calendars.

Undergraduate Calendar - Academic Consideration and Appeals

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Graduate Calendar - Grounds for Academic Consideration

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

Associate Diploma Calendar - Academic Consideration, Appeals and Petitions

<https://www.uoguelph.ca/registrar/calendars/diploma/current/index.shtml>

8.3 Drop Date

Students will have until the last day of classes to drop courses without academic penalty. The deadline to drop two-semester courses will be the last day of classes in the second semester.

This applies to all students (undergraduate, graduate and diploma) except for Doctor of Veterinary Medicine and Associate Diploma in Veterinary Technology (conventional and alternative delivery) students. The regulations and procedures for course registration are available in their respective Academic Calendars.

Undergraduate Calendar - Dropping Courses

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Graduate Calendar - Registration Changes

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/genreg-reg-regchg.shtml>

Associate Diploma Calendar - Dropping Courses

<https://www.uoguelph.ca/registrar/calendars/diploma/current/c08/c08-drop.shtml>

8.4 Copies of Out-of-class Assignments

Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

8.5 Accessibility

The University promotes the full participation of students who experience disabilities in their academic programs. To that end, the provision of academic accommodation is a shared responsibility between the University and the student.

When accommodations are needed, the student is required to first register with Student Accessibility Services (SAS). Documentation to substantiate the existence of a disability is required; however, interim accommodations may be possible while that process is underway.

Accommodations are available for both permanent and temporary disabilities. It should be noted that common illnesses such as a cold or the flu do not constitute a disability.

Use of the SAS Exam Centre requires students to book their exams at least 7 days in advance and not later than the 40th Class Day.

For Guelph students, information can be found on the SAS website

<https://www.uoguelph.ca/sas>

For Ridgetown students, information can be found on the Ridgetown SAS website

<https://www.ridgetownc.com/services/accessibilityservices.cfm>

8.6 Academic Integrity

The University of Guelph is committed to upholding the highest standards of academic integrity, and it is the responsibility of all members of the University community-faculty, staff, and students-to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of

their location of study; faculty, staff, and students have the responsibility of supporting an environment that encourages academic integrity. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

Undergraduate Calendar - Academic Misconduct

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Graduate Calendar - Academic Misconduct

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

8.7 Recording of Materials

Presentations that are made in relation to course work - including lectures - cannot be recorded or copied without the permission of the presenter, whether the instructor, a student, or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

8.8 Resources

The Academic Calendars are the source of information about the University of Guelph's procedures, policies, and regulations that apply to undergraduate, graduate, and diploma programs.

Academic Calendars

<https://www.uoguelph.ca/academics/calendars>
